

ABSTRACT

An automated system generates targeted pricing information for a marketing campaign. The system includes a server for communicating with a client system including a computer processor and associated memory. The server is part of a marketing system including a computer processor and associated memory. A database provides pricing information for the delivery of advertising materials in a plurality of printed media outlets. Each of the plurality of printed media outlets satisfies at least one of a plurality of predetermined marketing parameters. The client system and marketing system are connectable to each other via a communications network. The marketing system receives a targeted pricing information request from the client system over the communications network, the targeted pricing information request including at least one of the plurality of predetermined marketing parameters. The marketing system further includes a targeting module for selecting, from the plurality of printed media outlets, at least one printed media outlet that satisfies the at least one predetermined marketing parameter included in the pricing information request and transmitting the pricing information associated with said at least one printed media outlet to said client system.